

Sustainability Report 2024

*Honoring the past, enriching the present,
sustaining the future*

Limassol, Cyprus

Amathina Luxury Hotels Ltd

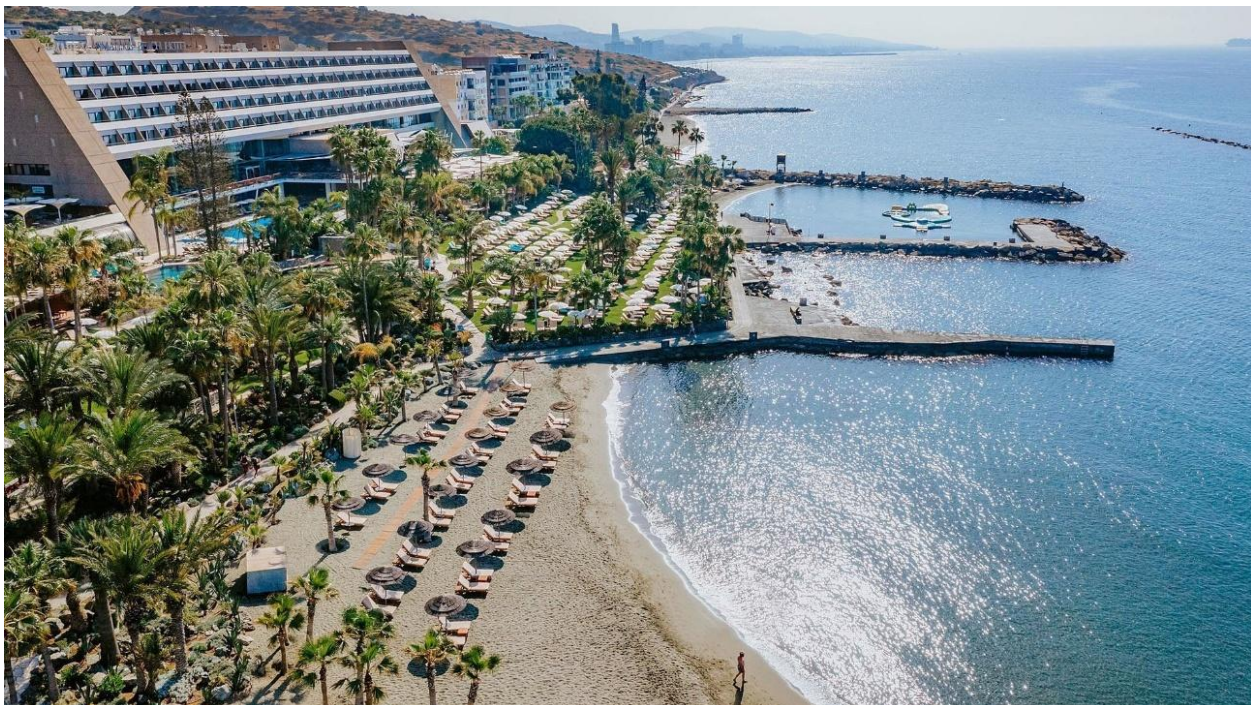
www.amathuslimassol.com

EXECUTIVE OVERVIEW

Nestled along the ancient shores of Amathus, where history, culture, and nature converge, Amathus Beach Hotel continues its long-standing commitment to responsible luxury hospitality. Guided by our philosophy of care, for our guests, our people, our community, and our environment, we recognise that sustainability is not a static objective, but a continuous process of improvement, accountability, and adaptation. Throughout 2024, the hotel operated within an increasingly complex environmental and operational landscape. While guest nights remained broadly stable, the year was characterised by higher operational intensity, evolving regulatory expectations, and increased demand on infrastructure and services. In response, the hotel maintained a clear focus on strengthening management systems, improving data accuracy, and embedding sustainability into daily operations rather than treating it as a standalone initiative.

This report presents the hotel's sustainability performance for 2024, building on the foundations established in previous years. It reflects both progress achieved and challenges identified, particularly in relation to energy consumption, emissions, and waste generation. Where performance difficulties emerged, they have been acknowledged and addressed through targeted corrective actions and revised, realistic goal setting. A key milestone in 2024 was the **full implementation of a digital food waste management system (FoodFlow)**. Following executive presentations and operational consultations, the project was refined to the acquisition of a single FoodFlow unit, now fully operational and rotating across kitchen sections. This approach enables focused corrective actions, staff engagement, and measurable reductions in avoidable food waste over time, in line with both environmental objectives and food safety principles. Water stewardship remained a strong performance area, with reductions achieved in both absolute consumption and average use per guest night, demonstrating that efficiency measures deliver results even under operational pressure. At the same time, increased energy consumption and associated Scope 2 emissions highlighted the growing importance of energy efficiency, management, and longer-term decarbonisation planning.

This report serves as a record of performance and future commitment. It outlines how Amathus Beach Hotel will continue to refine its practices, prioritise meaningful actions, and balance luxury hospitality with responsible resource management, for the benefit of our guests, our people, and the place we are proud to call home.



FOREWORD

The Amathus Beach Hotel is a luxury design hotel in Limassol, Cyprus, and a proud member of The Leading Hotels of the World, one of the most prestigious global hospitality organisations. Our core mission is to provide an exceptional portfolio of state-of-the-art facilities, outstanding services, an award-winning spa, and premium accommodation. Central to this mission is our commitment to our people, our most valuable asset, ensuring fairness, equity, and respect in the workplace and throughout our engagement with the local community. Equally, we prioritise the protection of the natural environment and the preservation of Cyprus’s cultural heritage across all aspects of our operations.

In line with the United Nations’ definition of sustainability, our strategy is structured around three interdependent dimensions:

- Environmental dimension: Initiatives and practices designed to reduce the hotel’s environmental footprint, enhance resource efficiency, and ensure responsible management of natural assets.
- Social dimension: Policies and actions that promote social equity, uphold strong corporate governance, and support the wellbeing of employees, guests, and the wider community.
- Governance - Economic dimension: Measures that reinforce the hotel’s long-term economic resilience, enabling continuous investment in sustainable development and strengthening our responsible market position.

Giorgos Daskalakis

General Manager

23 December 2025

*“One of the first conditions of happiness is that the link
between man and nature shall not be broken.”*

- Leo Tolstoy -

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AWARDS

- British Airways Holidays Excellence Award for 2024 with an amazing score of 4.8/5 placing the hotel in the top 8% of BAH hotels worldwide.
- Booking.com - score 9.4
- Tripadvisor Travelers' Choice Award 2017-2019, 2021-2022 & 2024
- Sustainability Award by Diversey Care 2017
- *Awarded During the 44th EHMA (European Health Management Association) annual general meeting in Netherlands, in recognition of the hotel's outstanding long-term endeavors to protect the environment and improve the surrounding community.*
- Environment keeper – Gold award for 2016-2017
- *Awarded by Cyprus Center for Environmental Research and Education*
- Green Hotel of The Year 2015
- *Awarded during the European Hospitality Awards 2015*

CERTIFICATIONS

- ISO 22000:2018- HACCP
- TRAVELIFE 2026
- Investors In People Silver Award - July 2025

Undergoing compliance and forecasted certification:

- ISO 45000 – January 2026

SUSTAINABILITY GOVERNANCE

Sustainability at Amathus Beach Hotel is embedded within the hotel's governance and operational framework, ensuring that responsible practices are integrated into daily decision-making rather than treated as standalone initiatives. Oversight is provided through a structured management approach aligned with Travelife requirements and supported by internationally recognised management systems, including ISO management systems. Clear roles and responsibilities are defined across departments to ensure accountability for sustainability performance. Senior management retains overall responsibility for strategic direction, while departmental heads are accountable for implementation within their respective operational areas. Cross-departmental collaboration is encouraged to ensure consistency, efficiency, and continuous improvement.

MANAGEMENT SYSTEMS INTEGRATION

- **IIP – Investors in People award**
- **ISO 22000 – Food Safety Management**
Food safety, responsible food handling, and waste prevention are closely interconnected. ISO 22000 principles guide our approach to food traceability, hygiene, waste handling, and corrective actions, supporting both guest safety and the reduction of food loss across operations.
- **ISO 45001 – Occupational Health & Safety**
The hotel maintains a strong focus on employee wellbeing, safe working environments, and risk prevention. Health and safety considerations are integrated into sustainability initiatives, ensuring that environmental improvements do not compromise staff safety and that employees are actively engaged in responsible practices.
- **Travelife Certification**
Travelife provides the overarching sustainability framework, covering environmental performance, social responsibility, and ethical operations. Continuous compliance ensures transparency, staff engagement, and alignment with internationally recognised hospitality sustainability standards.

PROJECT OWNERSHIP AND ACCOUNTABILITY

In 2024, specific sustainability initiatives were assigned dedicated project ownership to strengthen execution and monitoring. The implementation of the action plan was overseen by the Group Compliance Systems and Data Protection Officer, acting as Project Manager, ensuring both regulatory compliance and effective operational integration. Additionally, the FoodFlow digital food waste project was assigned to the F&B Manager, the Energy and Water goals were assigned to the Chief Engineer. Ownership was assigned to gain value from dedicated expertise while ensuring data and procedural integrity. Progress is monitored through regular management reviews and quarterly follow-up meetings.

Utilizing the “SMART” methodology to develop our goals, we strive for success by making them specific, measurable, achievable, realistic, and timely. The SMART method helps push further by providing a sense of direction and helps organize actions to reach the intended result. Within the subsections of this report there is detailed commentary on the goals set for 2024. We have set 3

goals to be achieved by May 2025 regarding the implementation, maintenance of our sustainability compliance.

ENVIRONMENTAL DATA MANAGEMENT AND MONITORING

To ensure accuracy, consistency, and transparency in our sustainability reporting, all environmental performance data for 2024 were collected, monitored, and consolidated using the **EPIT sustainability management platform**. EPIT enables systematic tracking of key indicators such as energy and water consumption, waste generation, and greenhouse gas emissions, allowing the hotel to analyse trends over time, verify improvements, and support informed decision-making. The use of a centralised digital platform strengthens data reliability, supports compliance with recognised sustainability standards, and ensures that progress is measured using a structured and auditable methodology. Additionally, The Hotel conducts regular sustainability audits to assess environmental performance, verify compliance, and identify opportunities for continuous improvement. Audit outcomes are systematically reviewed by management and used to define corrective actions, set updated sustainability targets, and monitor progress against established objectives.

THE ENVIRONMENTAL DIMENSION

Amathus Beach Hotel is deeply committed to sustainability and actively implements measures to protect the environment for future generations. We acknowledge that our operations have an impact on the environment, and we continually strive to minimize any negative effects caused by our activities. As pioneers in environmental responsibility, we were among the first businesses in Cyprus—and one of the few in Southern Europe—to introduce an advanced central geo-exchange and heat recovery system that utilizes seawater, significantly reducing our environmental footprint.

Indicator	2023	2024	What This Means for Our Guests
Guest Nights	89,549	108,599	More guests welcomed in 2024
Total Energy Use (kWh)	4,902,147	4,610,711	5.9% less energy used overall
Total Water Use (m³)	59,856	53,667	10.3% less water consumed
Total CO₂ Emissions (kg CO₂e)	2,258,835	2,057,834	8.9% reduction in emissions
CO₂ per Guest Night (kg)	25.22	18.95	25% lower carbon footprint per stay

Indicator	2023	2024	What This Means for Our Guests
Total Solid Waste			29%
(kg)	325,420	229,700	less waste generated

In 2024, we reduced our environmental footprint across energy, water, emissions, and waste, even while welcoming significantly more guests. This reflects our commitment to luxury, where comfort, quality, and sustainability go hand in hand.

- *Reduced energy use, water consumption, waste, and emissions in absolute terms*
- *Improved emissions intensity per guest night significantly*
- *Maintained operational excellence while supporting increased guest activity*

The focus for the coming year will be on:

- Further efficiency gains
- Waste diversion and circular practices
- Responsible procurement
- Continuous improvement through data-driven decision-making

ENERGY MANAGEMENT

We continually implement programs to reduce energy consumption across the hotel. This includes installing energy-efficient lighting and appliances, using water-saving fixtures, and optimizing heating, ventilation, and air conditioning (HVAC) systems. Additionally, we use BMS software and for 2025 we will explore upgrading it with additional EMS functionalities

Initiatives in place

- Sustainable energy provider Bioland Promithia
- A geo-exchange air-conditioning system with heat recovery provides heating and hot water with minimal energy consumption year-round.
- Energy-efficient lighting, including LEDs and motion-sensor-controlled fixtures, used throughout guest and operational areas.
- Solar energy systems contribute to renewable energy generation, supporting hot water production and selected operational needs.
- Green walls enhance insulation, reduce cooling demand, and improve microclimate performance.
- Regular energy audits, including an ISO 14064-based CO₂ emissions study verified by TÜV Cyprus, guide energy reduction strategies.
- A centralized Building Management System (BMS) has been in operation since 2009, integrating control of HVAC, lighting, desalination, engine rooms, and irrigation.
- The system enables real-time monitoring, fault alerts, and performance analysis, supporting preventive maintenance and resource optimisation.
- All new equipment and appliances are subject to energy-efficiency assessment prior to procurement.

- Guest rooms are equipped with low-standby smart TVs and energy-efficient refrigerators, ensuring reduced base-load consumption.
- Procurement policy prioritises long-term efficiency and lifecycle performance.

Total energy consumption: 4,610,711 kWh

Change vs 2023: -5.95%

Change vs benchmark: -15.57%

Despite higher occupancy, total energy use declined, indicating improved operational efficiency, better energy management, and more effective use of infrastructure.

EMISSIONS

Total emissions: 2,057,834 kg CO₂e (-8.90% YoY)

Scope 1 emissions: -5.60%

Scope 2 emissions: -9.68%

Scope 3 emissions: +11.31%

The reduction in Scope 1 and Scope 2 emissions reflects improved fuel efficiency and electricity management. The increase in Scope 3 emissions is attributed primarily to higher procurement volumes linked to increased guest activity and remains a focus area for future improvement.

EMISSIONS INTENSITY

Average emissions per guest night:

18.95 kg CO₂e (- 24.86% YoY, - 70.95% vs benchmark)

This represents one of the strongest performance indicators of 2024, demonstrating improved carbon efficiency per guest.

SUMMARY OF ENERGY ACTIONS – GOALS SET FOR 2024:

Goal 1 *Energy management – Reducing CO2 emissions¹*

Specific *Implement the action plan as produced from the CO2 emissions study conducted in September 2024, based on scopes 1 and 2 of ISO 140064. [Amathus CO2 emissions report](#)*

Measurable

- 1. Replacement of outdated and low-efficiency Split Units with modern, energy-efficient alternatives to enhance climate control while reducing electricity consumption.*
- 2. The current PV system, which is installed on a Net-Billing scheme, will be moved to the Zero Export scheme, which allows the consumption of all the energy produced by the PV for hotel operations.*
- 3. Deployment of a Building Energy Management System (BEMS) to monitor and optimise real-time energy use across all key operational zones, improving efficiency and reducing unnecessary consumption.*
- 4. Installation of Variable Speed Drives (VSDs) on Air Handling Units (AHUs), enabling adaptive airflow control based on actual demand and improving the overall performance of the HVAC system.*

The Project Manager responsible for implementing this goal is the Chief Engineer.

Achievable Annual targets are set from 2025 to 2030, with cumulative tracking per project. Emission reductions will be monitored and recorded using the emission coefficients set in the 2024 study.

Realistic The plan is based on detailed assessments of actual consumption patterns from 2022–2023 and includes realistic savings aligned with current infrastructure capabilities.

Timely The first set of actions is planned for implementation in 2025, with full operational effectiveness and tracking continuing through 2030, as per the Amathus CO₂ Action Plan.

Comments During 2024, the Hotel implemented key actions regarding its energy management and CO₂ reduction, including the replacement of outdated split air-conditioning units and the optimization of the photovoltaic system from Net Billing to a Zero Export scheme. These measures resulted in a 5.95% reduction in total energy consumption and an 8.90% reduction in total CO₂ emissions compared to 2023, alongside a 24.86% decrease in average emissions per guest night, despite increased occupancy. The transition to Zero Export maximized on-site renewable energy use and reduced reliance on grid electricity. Bioland Promithia is now the main electricity provider for the hotel, supplying energy predominantly generated from its own photovoltaic parks and other renewable sources, supporting our carbon reduction efforts and contributing to the observed 8.90 % decrease in total CO₂ emissions in 2024, confirming the effectiveness of the implemented measures and providing a strong foundation for further emissions reductions planned from 2025 onwards.

¹ SDG 6-9, 11, 15, 17

WATER STEWARDSHIP

Total water consumption: 53,667 m³

Change vs 2023: -10.34%

Change vs benchmark: +14.38%

Water efficiency improved significantly despite increased occupancy, confirming that conservation measures, monitoring, and staff awareness initiatives are effective. While absolute use remains above benchmark, the downward trend supports continued optimisation rather than corrective intervention.

During 2024, the hotel achieved measurable improvements in water efficiency, with total water consumption reduced by 10.34% compared to 2023, despite a 21.27% increase in guest nights. This resulted in a clear reduction in water intensity per guest, demonstrating the effectiveness of ongoing monitoring, efficiency measures, and staff awareness initiatives. While absolute water consumption remains slightly above the previous year benchmark, the continued downward trend confirms that existing water management practices are delivering results and provide a strong foundation for further optimisation.

- Water-efficient fixtures and flow controls are installed across guest rooms, kitchens, laundry, and public areas to reduce consumption without compromising comfort.
- A reverse osmosis desalination plant supplies potable water for the entire hotel, including guest use, pools, operations, and irrigation, with oil burners retained strictly as backup. In 2026 a newly purchased unit is planned to commence operation.
- Greywater recycling systems reuse water from outdoor showers and foot baths for garden irrigation.
- Automated, time-controlled irrigation systems ensure efficient garden watering, monitored daily by the maintenance team.
- Guests are encouraged to participate through eco-friendly laundry practices, including towel and linen reuse programs and customised housekeeping options.

SUMMARY OF WATER ACTIONS – GOALS SET FOR 2024:

Goal 3 Water management²

Specific Implement water-saving tactics and devices to reduce water usage.

Measurable

1. Install water-saving filters in 100% of hotel taps
2. Introduce motion sensor mixers in public and guest restrooms

² *SDG 6, 11-13, 15*

3. Install greywater pumps to collect water from foot baths and outdoor showers for irrigation use in the hotel gardens

Baseline water consumption for 2022–2023 was 530 litres per guest night; the target is a 5% reduction by the end of 2025

The Project Manager responsible for implementing this goal is the Data Protection Officer.

Achievable Research and procure efficient, guest-friendly equipment for water conservation. Coordinate with the Maintenance, Housekeeping and Procurement teams to ensure compatibility and ease of installation during the annual maintenance cycle.

Realistic This initiative directly supports Amathus Beach Hotel’s sustainability mission, aligning with national conservation goals and contributing to operational efficiency, cost reduction, and guest awareness.

Timely Full implementation of all systems is scheduled to be completed by November 2025, with impact monitored quarterly and compared against 2023 water consumption data.

Comments In 2024, the hotel demonstrated measurable progress toward its water efficiency objectives, with total water consumption reduced by 10.34% year-on-year, despite a 21.27% increase in guest nights. This improvement confirms that existing conservation measures, such as operational controls, maintenance interventions, and guest awareness practices, are effective and achievable within current infrastructure constraints. However, total consumption remains 14.38% above the benchmark year, highlighting the need for continued targeted actions, particularly in high-use operational areas. The goal remains realistic, as reductions have been achieved without compromising service quality, and is measurable. The objective is time-bound, with further incremental reductions planned from 2025 onward through enhanced monitoring, leak prevention, and efficiency upgrades, ensuring alignment with long-term sustainability and resource-management targets.

WASTE MANAGEMENT & CIRCULARITY

Effective waste management is a critical component of our environmental protection strategy at Amathus. We place great emphasis on educating our staff annually about our waste management procedures, including the proper separation of waste types and recycling practices. To further support these efforts, we have strategically placed recycling bins throughout the hotel's common areas and premises, and we actively encourage our guests to participate in recycling. While our waste management program was implemented in 2016, data collection began in 2018. Since then, we have recorded detailed data on waste production, including glass, metal, paper, plastic, and used cooking oil. For the 2024-2025 period, we have set a goal to minimize waste with Food Flow system in coordination with a composter. The Food flow project was successfully implemented as per the goal set. Another addition was a plastic only compactor to further optimize the infrastructure and collection of recycled plastic. The composter project will be assessed throughout 2025 and according to feasibility will be implemented in 2026. We aim to achieve our goals through rigorous staff training and by continuing to communicate the benefits of waste management to our guests.

To minimize solid waste production across all areas of the hotel and enhance our recycling program, we:

- Implemented measures to minimize paper usage and eliminate single-use plastics for customers.
- Transitioning most operational procedures to digital formats while providing alternatives for those who are not familiar with the technology.
- Maintain our commitment to recycling materials such as paper, cardboard, glass, plastic, cooking oil, toner cartridges, fluorescent tubes, and batteries.
- Improve our existing food waste management processes to maximize reuse opportunities.
- Investigate the potential for establishing an on-site organic composting unit.

By taking these steps, we aim to further reduce our environmental impact and foster a culture of sustainability among our staff and guests.

Total solid waste: 229,700 kg

Change vs 2023: -29.41%

Change vs benchmark: +169.35%

The substantial reduction in total waste compared to the previous year represents a major improvement, particularly in the context of higher guest numbers. Waste volumes remain above benchmark levels, reflecting the hotel's operational scale and service offering.

SUMMARY OF WASTE ACTIONS – GOALS SET FOR 2024:

Goal 1 Food waste management³

Specific Implement a food waste management system that captures photos, weighs waste, and records the reason for disposal in kitchen areas.

Measurable

1. Install and activate a total of 2 devices across different food service areas to accurately record and analyse food waste
 - a. Main kitchen
 - b. Kalypso Kitchen (Main Restaurant)

The Project Manager responsible for implementing this goal is the F&B Manager.

A detailed presentation was made for the 1st device with a period of implementation between September 2024 and January 2025 to the executives of the F&B team, and an action plan was produced to proceed with the introduction of the 2nd device and Brainstorming sessions on how to use this waste. Ideas:

1. A “daily menu” at casual dining outlets which could accommodate different recipes according to the waste to be managed.
2. A series of beverage accompaniment recipes, i.e. zucchini peels/potato skin chips

The progress will be tracked through quarterly meetings.

Achievable Begin with one device for the buffet and main kitchen waste within 2 weeks, followed by installing an additional device for the main restaurant kitchen waste. Kitchen staff were trained at the beginning of the project and more interactive workshops were delivered on site for further engagement and awareness.

Realistic Reducing food waste aligns with our commitment to sustainability, environmental protection, and cost efficiency, enhancing our operational practices and supporting our local community and traditions.

Timely Complete the full implementation of the food waste management system with all devices installed and operational until May 2025.

Comments The goal originally aimed at implementing a food waste management system using two devices. Following the presentation and subsequent meetings, the plan was refined to the acquisition of one FoodFlow unit, to be rotated monthly across kitchen areas. This revised approach has now been fully implemented, and the system is successfully capturing food-waste data as intended. Although the initial measurable target involved installing two devices, the updated model ensures broad coverage through a single device that rotates between kitchens. The system is fully operational, and the device is currently in use in the pastry section, with data collection and analysis ongoing. Each rotation produces measurable insights and targeted corrective actions.

³ SDG 3, 6, 8, 11, 13-15

The implementation confirms that the revised plan was achievable. The rotational deployment of one device enabled a smoother rollout, effective team engagement, and manageable corrective-action cycles within each kitchen. Training provided early in the project continues to support staff utilisation of the system. The rotational model has proven realistic and operationally efficient. Using one device meets both sustainability priorities and operational capacity, ensuring continuous improvement while controlling costs. The implemented system continues to deliver practical, environmental, and financial benefits. Implementation has been completed within the projected timeframe. With the device now operational and rotating between culinary areas, progress toward the remains on track. The quarterly review structure provided and continued oversight and ensures timely corrective-action follow-through.

MATERIALS, CHEMICALS & PLASTICS

We have adopted a sustainable procurement policy that prioritizes environmentally friendly products and services. This includes sourcing local and organic food, biodegradable cleaning supplies, and eco-friendly guest amenities.

- All new equipment and appliances are subject to energy-efficiency assessment prior to procurement.
- Guest rooms are equipped with low-standby smart TVs and energy-efficient refrigerators, ensuring reduced base-load consumption.
- Procurement policies prioritise long-term efficiency and lifecycle performance.

HAZARDOUS SUBSTANCES

The use of chemicals has a significant environmental impact, and the hotel remains committed to minimising this footprint through strict controls and continuous improvement. Chemicals are used sparingly and exclusively by specially trained personnel. All chemical products in use have been systematically assessed for environmental and health impacts, with priority given to certified, lower-impact alternatives. In 2024, the hotel recorded a substantial reduction of 84% in hazardous substances measured by weight (kg) compared to the previous year, demonstrating improved dosage control, substitution of products, and more efficient application practices. While the volume of hazardous substances measured in litres increased, this reflects a transition toward diluted, ready-to-use, and lower-concentration formulations, which reduce overall environmental and occupational risk despite higher liquid volumes. Our objective for 2024 was to stabilise chemical consumption while further improving product environmental profiles, an objective that has been met through enhanced supplier collaboration and staff training. Ongoing **training programs delivered by official suppliers** ensure responsible handling, correct dosing, and safe disposal practices.

Hazardous substances (kg): -84.00%

Hazardous substances (litres): +108.14%

The sharp reduction in weight-based hazardous substances reflects improved chemical management and substitution practices. The increase in liquid volume is linked to operational and hygiene requirements and continues to be monitored under controlled handling procedures.

- *All chemicals currently in use are handled and disposed of safely and responsibly, following established environmental and safety guidelines.*
- *We prioritize the purchase of cleaning agents and other products that meet strict environmental standards to minimize their impact.*
- *We restrict the use of chemicals to situations where they are necessary, reducing overall consumption.*
- *We incorporate local plant species in our gardens that require less water and are more resilient to the local climate and non-toxic for cats who live on our premises, reducing the need for chemical treatments.*
- We use organic fertilizers in our gardens to promote healthy plant growth without the use of synthetic chemicals.
- We have reduced the use of chemicals in housekeeping operations by employing alternative cleaning methods and products wherever possible.
- The dedicated staff checks daily swimming pools to ensure water quality is maintained with minimal use of chemicals and other substances.
- We have an established spill response procedure to ensure quick and effective containment and cleanup of any chemical spills, minimizing environmental impact.

SINGLE-USE PLASTICS

Single-use plastic items purchased: +115.58%

The increase reflects procurement changes and availability factors during the year. This area has been identified for corrective action through supplier engagement and substitution initiatives. In 2025 a large volume of bottled water offered will move to a tetra pack container product minimising the one-use plastics sourcing dramatically.

FOOD PROCUREMENT & CONSUMPTION

High-emission food (kg): +15.75%

High-emission food (litres): +10.74%

Increases are directly linked to higher guest numbers and demand. These trends reinforce the importance of: Menu engineering, Portion optimisation, Food waste prevention using FoodFlow data. Future actions will focus on **reducing impact per cover**, rather than restricting guest choice.

The FoodFlow digital food waste management system was fully implemented during 2024. The system is actively in use and rotating between kitchen sections, with current deployment in the

pastry department. It provides detailed data on waste type, weight, and root cause, supporting corrective actions, staff engagement, and continuous improvement in line with ISO 22000 principles.



Source 1 <https://foodflow.cy/>

COASTAL PROTECTION AND BIODIVERSITY

Located adjacent to an area of significant natural and cultural value, Amathus Beach Hotel recognises its responsibility to protect coastal ecosystems and support local biodiversity. Particular emphasis is placed on the preservation of *Posidonia Oceanica* meadows, a protected Mediterranean seagrass species essential for carbon sequestration, shoreline stabilisation, and marine biodiversity. Operational practices along the beachfront are coordinated with the Amathunta Municipality and are designed to minimise disturbance, prevent coastal erosion, and avoid activities that could negatively impact marine habitats. The hotel also actively supports local wildlife, including the well-managed community cat population living within the archaeological and coastal zone. In collaboration with local volunteers and veterinarians, cats are cared for through controlled feeding, neutering, and health monitoring, ensuring animal welfare while maintaining ecological balance and public health. Landscaping practices prioritise native and climate-resilient plant species, reducing water demand and supporting local pollinators. Chemical use near coastal and green areas is strictly controlled to prevent soil and water contamination. Guest and staff awareness initiatives further reinforce responsible behaviour in relation to marine life, beach cleanliness, and respect for protected natural areas. Through these measures, the hotel contributes to the long-term protection of the coastal environment, promotes biodiversity conservation, and supports the ecological integrity of the wider Amathunta area for future generations.

Amathus Beach Hotel is an active member of CYMEPA⁴ (Cyprus Marine Environment Protection Association) and CSTI⁵ (Cyprus Sustainable Tourism Initiative), reflecting its commitment to marine conservation, responsible tourism, and collaboration with national

⁴ <https://www.cymepa.org.cy/>

⁵ <https://csti-cyprus.org/>

stakeholders to promote environmental protection, sustainability education, and best practices across Cyprus' tourism sector.

THE SOCIAL DIMENSION

The protection of the local community's market is one of the foremost targets of the administration and management of our hotel.

EMPLOYEES

More than 45% of our staff are Cypriot, representing communities from across the island. Each season, we strive to retain the same team members, with the majority having worked with us for five years or more. Our goal for 2025 is to maintain this level of retention, fostering consistency and loyalty within our workforce. Our HR department has achieved to certify the hotel with the Investors in People Certification.

Achieving Investors in People (IIP) accreditation elevates the hotel's HR practices by fostering a culture of continuous improvement, employee development, and well-being. With over 380 employees, this certification ensures we prioritize staff engagement and performance, ultimately driving higher service standards and organizational success. Through IIP, our HR response becomes more strategic, empowering our workforce and enhancing overall operational excellence.

All employees enjoy full benefits as mandated by Cypriot labour laws, along with any other applicable labour rights. We maintain an open-door policy, ensuring that any work-related issues or concerns are easily and efficiently addressed by hotel management. This approach creates a supportive environment where employees feel valued and heard.

Every year, our hotel actively participates in government-sponsored educational programs designed to introduce students and future professionals to the tourism and hospitality industry. As part of this initiative, we hire between 20-30 students annually, which represents approximately 5% of our workforce. These students gain hands-on experience in operating a large beach resort, and many are later offered permanent positions after completing their placements. In 2024, our goal is to continue providing these valuable opportunities, helping students complete their training in real-world conditions.

We also take part in government-funded training programs that support skill development for workers in the tourism sector. Every winter, all hotel staff are empowered to enhance their skills through these programs. This continuous training helps our team members grow in their roles, gain confidence, and stay updated with the latest industry practices.

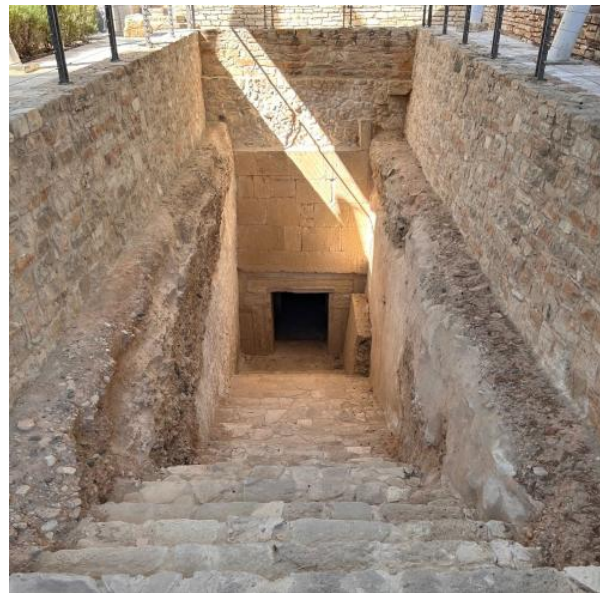
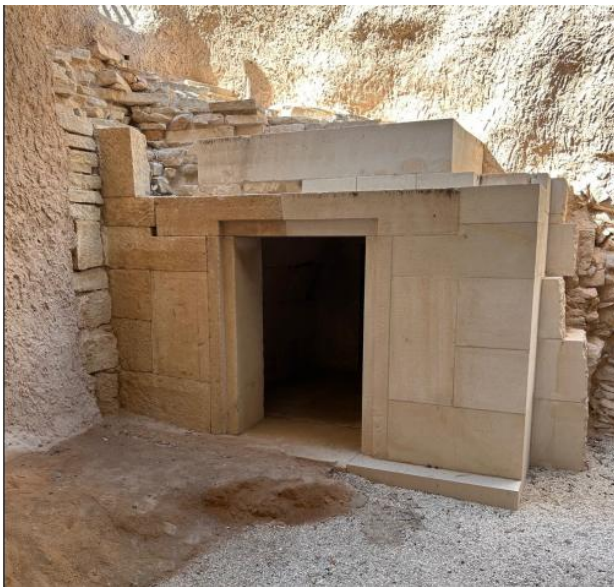
LOCAL COMMUNITY AND TRADITION

At the beginning of every summer season, the beach adjacent to our hotel is thoroughly cleared of waste to ensure it is pristine and ready for our guests' arrival. Throughout the season, our staff diligently clean the beach daily, ensuring a high standard of cleanliness for all visitors. At the end of the season, the beach is left in immaculate condition, and during the winter months, it is preserved in its natural state.

Our hotel is deeply committed to promoting Cypriot culture and traditions to our multinational guests. We host themed buffet nights, live performances by local artists, folklore dance shows, and music events, ensuring that guests leave with lasting memories and a deeper appreciation of Cypriot culture. Daily, at breakfast, we feature a special section highlighting Cypriot products, with staff available to explain the origins and history behind the ingredients and recipes. Our weekly Cypriot theme night, featuring traditional dishes, folklore dances, and local products, is a highlight for both guests and staff.

In collaboration with the Department of Antiquities of Cyprus, our hotel takes pride in protecting the archaeological monuments located on our premises and in the surrounding area of Amathus. Notably, the conservation of Amathus Tomb No. 2 was completed in January 2019. Our hotel's Welfare Fund Committee organizes excursions for staff to visit local villages, wineries, religious sites, and archaeological monuments, allowing even our foreign employees to experience and appreciate Cypriot culture and traditions firsthand.

Our Guest Relations team actively informs all guests about local events and encourages them to visit key archaeological sites and cultural landmarks around the island. The workshops available through the Heartland of Legends initiative are promoted for guests who prefer a more authentic experience. Through these efforts, we aim to promote Cypriot traditions and customs while strengthening the cultural connection between our guests and the local community. We proudly feature local wines and food products in our restaurants, ensuring that the quality and commercial feasibility of our offerings are maintained while supporting the economic and social development of the local community.



THE ECONOMIC DIMENSION

Amathus Beach hotel focuses on the local and regional economy by following specific actions during its operation.

- Local suppliers for our food and beverage outlets. 95% of our suppliers are local and make sure that the mutual terms agreed upon with all suppliers and vendors are respected, which bestows the hotel with a great reputation as well as good relations with local vendors and suppliers. The hotel operates through a Suppliers Code of Conduct and the relevant policy extension to notify our stakeholders.
- Research and Investment in the local area
- The Hotel's Management has close cooperation with the local community and organizations. The General Manager is a member of the Cyprus Hotel Managers Association (<http://cyhma.com/>). CHMA envisions a balanced growth of the tourism sector, aimed at improving performance and increasing the number of arrivals and overnight stays, while improving the distribution of tourism supply throughout the country and also a member of the European Hotel Managers Association EHMA⁶. The above objectives are pursued within the framework of environmental protection, and with the utmost respect for and promotion of Cypriot culture. Moreover, our hotel takes part in the Ministry of Tourism Awards of Philoxenia which award the display and promotion of the Cypriot culture and hospitality, its best practices and its application to business and society as a whole by diffusing the culture of hospitality staff. The Awards empower practices in tourism enterprises and the respect and recognition of the people of hospitality.

⁶ www.ehma.com